Tourism Ecolabels: catalysing voluntary action in sustainable tourism

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40 years of Education for Sustainable Development
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Green Key

BLUE FLAG

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How can tourism ecolabels (like Green Key) promote sustainable consumption in the tourism industry?
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3100 Establishments
66 Countries

Hotel & Hostel  Campsite & Holiday Park  Small Accommodation  Attraction  Restaurant  Conference Center

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Ecolabels: Tool for Businesses

- Help monitoring consumption
- Help optimising consumption
- Encourage sustainable consumption
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Case story: Detection of leak due to the monitoring of the monthly water consumption
Case story: ‘local lunch’ to support local farmers market
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Ecolabels: Tool for Travellers

- Increase visibility of responsible businesses
- Fight green washing
- Support responsible consumption behaviour
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Ecolabels: Challenges and Way forward

• Attitude-behaviour gap among travellers

• Low adoption rate among businesses

✓ Prove effectiveness

✓ Improve marketing

✓ Verify credibility